

MY BUSINESS PLAN REPORT

8th Grade Entrepreneurship

REPORT FORMATTING – 15 points

- Font Style: Times New Roman – Font Size: 12 – Set as Default
- Single Spaced – Set as Default - Block style paragraphs -No Tabs-(DS) between paragraphs
- Sub-Headings in Initial Case and Underlined
- Header: Right Aligned / First Line: Name / Second Line: Business' Name

YOUR REPORT SHOULD INCLUDE THE FOLLOWING PLANS IN ORDER

THE EXECUTIVE SUMMARY – 5 points

The Executive Summary is a brief one-two page description of the key points of each section of the business plan. (Think of this project as an executive summary) **I would write this after creating all other plans.*

THE PRODUCTS AND SERVICES PLAN – 10 points

The product/service plan presents:

Product or service you are offering

Unique features of the product/service

Additional products or services that may be offered once the business becomes established.

Address the following in this section:

Why is there a need for your business idea?

Can you price the product/service competitively and still make a profit?

What is the price for your products/services?

MANAGEMENT TEAM PLAN – 10 points

The management team plan presents:

Qualifications of the entrepreneurs

Partners who may be involved in the business venture.

INDUSTRY / MARKET ANALYSIS – 10 points

This section analyzes:

Customers

Competition

Industry

Demographic, geographic, economic data.

Address the following in this section:

Who are your closest competitors and what are they offering?

Where are they located and how long have they been in business?

Who is their target customer?

How will your business differ from theirs? How will it be similar?

OPERATIONAL PLAN – 10 points

This section includes all processes involved in producing and/or delivering the product/service.

ORGANIZATIONAL PLAN – 10 points

The organizational plan includes:

Management philosophy of the business

Key management personnel

Key employment policies

Address the following in this section:

How many employees do you envision in the near future that you will need?

What skills must your employees have?

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MARKETING PLAN – 10 points

The marketing plan describes:

How the business will make customers aware of its products and/or services

The market being served

The marketing strategies that will be used to reach the customer

Promotional Plan

Marketing Budget.

Address the following in this section:

Detail Description of who your customers are; where and how will you sell to them.

What type of marketing options will you use: Social Media, Websites, TV Ads, Radio Ads, Print Ads,

Strategic Alliances with other companies: explain in detail what this will look like and how it will be delivered to the customer.

FINANCIAL PLAN – 10 points

This section includes financial statements that will help forecast the future financial health of the business.

Address the following in this section:

How much will it cost to start your business?

List estimates for products / services/ materials needed / store space / virtual sales floor

GROWTH PLAN – 10 points

The growth plan presents plans for future expansion of the business.

Address the following in this section:

Where do you see the business in the next 5 years, 10 years, etc?

What other areas/locations would you see your business expand to?

Will your business add additional products or services, if so what would those be?

Sample Business Plans may be found at the following:

<https://www.teachingkidsbusiness.com/business-plan-example.htm>

GRADING RUBRIC FOR BUSINESS PLAN REPORT

6-10 POINTS

IF PLAN IS COMPLETE

1-5 POINTS

IF SOME AREAS ARE MISSING FROM THE PLAN

0 POINTS

IF PLAN WAS NOT COVERED

MISSING ALL TOGETHER